

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2017/2018

DCS5148 – INTRODUCTION TO INFORMATION SYSTEMS (For DBA only)

7 MARCH 2018
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT:

1. This question paper consists of **EIGHT (8) pages**.
2. Answer **ALL** questions in **Section A** on the **OMR sheet**.
3. Answer **ALL** questions in **Section B** in the **Answer Booklet**.

Section A: 40 Multiple Choice Questions (40 marks)

Instruction: Shade your answers on the OMR sheet.

1. Technically as a set of interrelated components that collect, process, store and distribute information to support decision making, coordinating and control in an organization can be referred as _____.
 - A. raw data
 - B. information system
 - C. information technology
 - D. Central Processing Unit
2. The activities of converting the raw input into a meaningful form is **BEST** referred to as _____.
 - A. input
 - B. output
 - C. processing
 - D. feedback
3. The average number of students enrolled for Introduction to Information Systems subject for Trimester 1720 is an example of _____.
 - A. input
 - B. raw data
 - C. feedback
 - D. meaningful information
4. Which dimension of information systems involves coordinate work through structured hierarchy and business processes?
 - A. People
 - B. Technology
 - C. Globalization
 - D. Organizations
5. Inadequate database capacity is an example of the _____ dimension of business problems.
 - A. people
 - B. technology
 - C. organizational
 - D. management
6. Which of the following is **NOT** how information technology enhances business processes?
 - A. Automate manual processes
 - B. Drive new business models
 - C. Increase the number of employees
 - D. Change the flow of information

Continued...

7. Firms invest in information systems in order to _____.
i. improve decision making
ii. transform how the business works
iii. achieve customer intimacy
iv. replace sequential processes with simultaneous activity
- A. i and iii
B. ii and iii
C. ii and iv
D. i, ii, iii and iv

8. The statement below, refers to _____.

"Typically use portal with Web interface, or digital dashboard, to present content."

- A. transaction processing systems
B. management information systems
C. decision support systems
D. executive support systems
9. A(n) _____ delivers comprehensive and accurate information for decision making often using a single screen.
A. web interface
B. digital dashboard
C. voyage-estimating system
D. marketing analysis system
10. Collaboration and teamwork are more important today than ever for a variety of reasons. Below are growing importance of collaboration; **EXCEPT** _____.
A. emphasis on innovation
B. growth of professional work
C. changing culture of work and business
D. identify and retain most profitable customer
11. How does the Internet raise the bargaining power of customers?
A. Making more services available
B. Improving purchasing decision making
C. Making information available to everyone
D. Reducing barriers to entry
12. These are primary activities of a firm **EXCEPT** _____.
A. sales and marketing
B. operations
C. logistics
D. technology

Continued...

13. Which of the following is an advantage for new companies entering the marketplace?
- A. They can easily establish new relationships with suppliers
 - B. They can often hire younger and less expensive workers
 - C. They can quickly implement existing systems and equipment
 - D. They can compete effectively with traditional competitors
14. Which of the following is **TRUE** about the value chain model?
- A. Uses networks to link people and resources to create and distribute products without traditional organizational boundaries or physical locations
 - B. Secondary activities are those that are most directly related to the production and distribution of the firm's products and services
 - C. Highlights activities in a business where competitive strategies can best be applied and where information systems are most likely to have a strategic impact
 - D. Is a collection of independent firms that use information technology to coordinate their value chains to collectively produce a product or service for a market
15. _____ typically develop a single information system, usually at the home base, and then replicate it around the world.
- A. Franchisers
 - B. Domestic exporters
 - C. Multinational firms
 - D. Virtual companies
16. Which of the following is an example of business-to-consumer electronic commerce?
- A. Brenda files her income tax online.
 - B. A shoe manufacturer, conducts business over the Web with its retailers.
 - C. Juan buys guitars for resale on mudah.my.
 - D. Rebecca buys a pair of shoes on Zalora.com
17. Information density refers to the _____.
- A. amount of information available to reduce price transparency
 - B. total amount and quantity of information delivered to consumers by merchants
 - C. total amount and quantity of information available to all market participants
 - D. amount of physical storage space needed to store data about a specific entity, such as a product or consumer
18. Selling the same goods to different targeted groups at different prices is called _____.
- A. cost customization
 - B. price discrimination
 - C. cost personalization
 - D. cost optimization

Continued...

19. All of the following are examples of firms that use the community provider Internet business model **EXCEPT** _____.
A. eBay
B. Twitter
C. Instagram
D. Pinterest
20. In the _____ revenue models, a firm offers some services for free but charges a subscription fee for premium services.
A. affiliate
B. subscription
C. transaction fee
D. free/freemium
21. Which phase of decision making finds or recognizes a problem?
A. Design
B. Choice
C. Intelligence
D. Implementation
22. Which of the following is **NOT** an element of the business intelligence environment?
A. Platform
B. User interface
C. Executive users
D. Production reports
23. All of the following are analytic functionalities that BI systems deliver **EXCEPT** _____.
A. user interface
B. ad hoc queries
C. drill-down ability
D. production reports
24. All of the following are dimensions of a firm's performance that are measured in the balanced scorecard method **EXCEPT** _____.
A. customer
B. resources
C. financial
D. learning and growth
25. Big data analytics that uses location data from mobile phones, sensors, and maps is **BEST** referred to as _____.
A. fuzzy logic
B. pivot table
C. location analytics
D. genetic algorithm

Continued...

26. There are four steps to building an information system. Which steps are called systems analysis?
- Implement the solution.
 - Choose the best solution.
 - Develop alternative solutions.
 - Define and understand the problem.
- A. i, ii and iii
B. ii, iii and iv
C. i, iii and iv
D. i, ii and iv
27. The statement below, refers to _____ step in problem-solving process.
- "The system analysis includes a feasibility study to determine whether each proposed solution is feasible, or achievable, from a financial, technical, and organizational standpoint."*
- A. defining and understanding the problem
B. developing alternative solutions
C. evaluating and choosing solutions
D. implementing the solution
28. Selection of software or software service is often based on _____.
- A. outsourcing
B. request for proposal
C. customization
D. application software packages
29. Examples of tangible benefits are _____.
- increased sales
 - improved operations
 - reduced facility costs
 - enhanced employee goodwill
- A. i and ii
B. iii and iv
C. i and iii
D. ii and iv
30. A _____ graphically depicts project tasks and their interrelationships.
- A. PERT chart
B. Gantt chart
C. structure chart
D. flowchart

Continued...

31. _____ refers to policies, procedures, and technical measures used to prevent unauthorized access, alteration, theft, or physical damage to information systems.
- A. Control
 - B. Safety
 - C. Security
 - D. Audit
32. _____ redirects users to a fake Web page, even when individual types correct Web page address into his or her browser.
- A. Pharming
 - B. Phishing
 - C. Sniffing
 - D. War driving
33. Which of the following statements about botnets is **FALSE**?
- A. Botnets are often used for click fraud
 - B. Botnets are often used to execute DDoS attacks
 - C. Botnets are often used to deliver spam
 - D. Botnets are often used to combat malware
34. Tricking employees and customers into revealing their passwords by pretending to be a legitimate member of a company is called _____.
- A. evil twins
 - B. social engineering
 - C. sniffer program
 - D. spyware
35. All of the following are currently being used as traits that can be profiled by biometric authentication **EXCEPT** _____.
- A. thumbprint
 - B. voice
 - C. face recognition
 - D. body weight
36. Which of the following is **NOT** one of the current key technology trends that raises ethical issues?
- A. Increase in data quality
 - B. Data storage improvements
 - C. Increase in use of mobile devices
 - D. Advances in networking technology
37. _____ is a feature of social institutions that means mechanisms are in place to determine responsibility for an action.
- A. Due process
 - B. Accountability
 - C. The courts of appeal
 - D. The judicial system

Continued...

38. All of the following are steps in the process for analyzing an ethical issue **EXCEPT**

- _____.
- A. assigning responsibility
- B. identifying the stakeholders
- C. identifying and clearly describing the facts
- D. identifying the potential consequences of your options

39. The ethical "no free lunch" rule states that _____.

- A. if an action is not right for everyone to take, it is not right for anyone to take
- B. one should take the action that produces the least harm or incurs the least cost
- C. one can put values in rank order and understand the consequences of various courses of action
- D. if something someone else has created is useful to you, it has value, and you should assume the creator wants compensation for this work

40. Digital media differs from a physical book in all of the following ways **EXCEPT**

- _____.
- A. ease of alteration.
- B. ease of transmission.
- C. ease of global distribution.
- D. ease of establishing uniqueness.

Continued...

Section B: 4 Structured Questions (60 marks)

Instruction: Write your answers in the Answer Booklet.

QUESTION 1 [15 marks]

- a) Discuss any **FIVE** reasons why information systems are so important for business today.

(10 marks)

- b) Investment in collaboration technology can return large rewards, especially in sales and marketing, research and development. Describe **FIVE** business benefits of collaboration and social business.

(5 marks)

QUESTION 2 [15 marks]

Select a popular product and company that you are familiar with. Apply Porter's **FIVE** competitive forces model to that product and company. Describe **TWO** generic strategies that the company is using.

(15 marks)

QUESTION 3 [15 marks]

Discuss **FIVE** main features that drive the growth of e-commerce.

(15 marks)

QUESTION 4 [15 marks]

- a) Describe **THREE** types of decisions including its features.

(6 marks)

- b) Provide **THREE** examples of production reports for each of the following business functional area.

(9 marks)

- i) Sales.
- ii) Service Centre.
- iii) Financials.

[TOTAL 60 MARKS]

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